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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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10/078,632

02/19/2002

Mike Ford

01-10730-RA4

5159

24504

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06/22/2007

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EXAMINER

MYHRE, JAMES W

ART UNIT

PAPER NUMBER

3622

MAIL DATE

DELIVERY MODE

06/22/2007

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 10/078,632	<b>Applicant(s)</b> FORD ET AL.	
	<b>Examiner</b> James W. Myhre	<b>Art Unit</b> 3622	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 19 February 2002.
- 2a) ☐ This action is **FINAL**.                      2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-26 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-26 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 19 February 2002 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)                                | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                       | 5) <input type="checkbox"/> Notice of Informal Patent Application                       |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

### DETAILED ACTION

1. This Office Action is in response to the initial filing of February 19, 2002. Claims 1-26 are currently pending and have been considered below.

#### ***Claim Rejections - 35 USC § 102***

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

3. Claims 1-17, 20, 21, 23, 25, and 26 are rejected under 35 U.S.C. 102(e) as being anticipated by Glazer et al (US 7,174,303).

Claim 1: Glazer discloses a method for managing customer relationships for a plurality of producers, comprising:

- a. the proprietor providing a global information network (i.e. connected to the Internet)(column 2, lines 59-66);
- b. each producer providing a customer database in communication with the proprietor (column 3, lines 8-13);

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- c. organizing information to be sent to selected customers (column 6, lines 29-51);
- d. sending the information to the producer for approval (column 6, lines 29-51);
- and
- e. sending the approved information to the selected customers (column 3, lines 59-62).

Claims 2 and 3: Glazer discloses a method as in Claim 1 above, and further discloses that the producers could be any of a wide variety of producers, to include insurance and financial professionals (column 2, lines 55-58 and column 7, lines 57-63). (The Examiner also notes that little, if any, patentable weight is given to the type of business in which the producer participates.)

Claim 4: Glazer discloses a method as in Claim 1 above, and further discloses including an email link for the customers who receive the information (column 3, lines 13-18).

Claim 5: Glazer discloses a method as in Claim 1 above, and further discloses sending the information to the customer via email or postal mail depending on the customer's preference (column 5, lines 63-66 and column 7, lines 33-41).

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Claims 6 and 16: Glazer discloses a method as in Claim 1 above, and further discloses the producers databases are stored in a central database by the proprietor (column 3, lines 8-13).

Claim 7: Glazer discloses a method as in Claim 6 above, and further discloses the central database containing records pertaining to the producer, such as tables, letterheads, newsletters, logos, and form letters (column 3, lines 8-13).

Claim 8: Glazer disclose a method as in Claim 6 above, and further discloses that the producer can access the central database to edit, add, or delete his customer's records (column 3, lines 10-13).

Claim 9: Glazer discloses a method as in Claim 1 above, and further discloses the proprietor personalizing the information to the particular customer (column 3, lines 59-62).

Claims 10 and 11: Glazer discloses a method as in Claim 1 above, and further discloses ensuring compliance with the appropriate quality assurance and cryptographic standards (column 5, lines 20-27 and column 6, lines 29-58). While Glazer does not identify the quality assurance standards as being the well-known Mil45208 or Mil9558 standards, it is inherent that when transmitting data across unsecure communication lines and storing personal data in a central database, Glazer would be using the

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standard quality assurance and cryptographic protocols standard at the time of the invention. Furthermore, since the Application has not indicated, either in the claims or in the specification, how the result of using one of these two particular standards would differ from the result of using other quality assurance standards at the time of invention, little, if any, patentable weight is given to the particular standard being used.

Claim 12: Glazer discloses a method as in Claim 1 above, and further discloses providing a website for the producer which can be accessed by the customer (column 2, line 66 – column 3, line 7).

Claim 13: Glazer discloses a method as in Claim 1 above, and further discloses that the information pertains to an upcoming event (column 5, lines 28-38).

Claim 14: Glazer discloses a method as in Claim 13 above, and further discloses personalizing the information with data about the producer (column 5, lines 4-19). While Glazer does not explicitly disclose that the information will include a photograph of the producer (assuming that the producer is an individual, not a corporation), little, if any, patentable weight is given to the type of data being presented.

Claim 15: Glazer discloses a method as in Claim 6 above, and further discloses protecting the database and other information using cryptography (e.g. passwords) (column 5, lines 20-27).

Claim 17: Glazer discloses a method as in Claim 6 above, and further discloses scanning the central database to determine upcoming events in order to send information to the customer in advance of the event (e.g. periodic medical check-up)(column 3, lines 18-42).

Claim 20: Glazer discloses a method for managing customer relationships for a plurality of producers, comprising:

- a. the proprietor providing a global information network (i.e. connected to the Internet)(column 2, lines 59-66);
  - b. each producer providing a customer database in communication with the proprietor wherein the producers databases are stored in a central database by the proprietor (column 3, lines 8-13);
  - c. allowing the producers to access the central database to edit, add, or delete his customer's records (column 3, lines 10-13);
  - d. organizing information to be sent to selected customers (column 6, lines 29-51);
  - e. sending the information to the producer for approval (column 6, lines 29-51);
- and
- f. sending the approved information to the selected customers (column 3, lines 59-62).

Claim 21: Glazer discloses an apparatus for managing customer relationships for a plurality of producers, comprising:

- a. an application server providing a global information network (i.e. connected to the Internet)(column 2, lines 59-66);
- b. a central database having stored therein customer databases from a plurality of producers (column 3, lines 8-13);
- c. customer management module allowing the producers to access the central database to edit, add, or delete his customer's records (column 3, lines 10-13);
- d. a mechanism for scanning the central database to determine upcoming events in order to send information to the customer in advance of the event (e.g. periodic medical check-up)(column 3, lines 18-42); and
- e. a targeting module for targeting (personalizing) the information to the particular customer (column 3, lines 59-62).

Claim 23: Glazer discloses an apparatus as in Claim 21 above, and further discloses communicating with the customers through a variety of communication tools, e.g. email, telephone, facsimile, postcards, etc. (column 5, lines 63-66 and column 7, lines 33-41), but does not explicitly disclose that the address format is standardized for each customer. However, it is inherent that the address format for each type of communication tool would be standardized to that particular communication tool. For example, the "address format" when communicating through a telephone communication tool would be the standard three-digit area code followed by a seven-



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digit number. When communicating using the email communication tool, in order for the email to make it to the customer, a standard email address must be used. Thus, it is inherent that Glazer is standardizing the customers' address formats for each of his disclosed communication tools.

Claim 25: Glazer disclose an apparatus as in Claim 21 above, and further discloses sending the information to the customer via email or postal mail depending on the customer's preference (column 5, lines 63-66 and column 7, lines 33-41).

Claim 26: Glazer discloses an apparatus as in Claim 21 above, and further discloses the proprietor personalizing the information to the particular customer (column 3, lines 59-62).

***Claim Rejections - 35 USC § 103***

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 18 and 22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Glazer et al (US 7,174,303).

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Claim 18: Glazer discloses a method as in Claim 6 above, and further discloses the provider updating the customer database with information about new customers (column 3, lines 8-13). While it is not explicitly disclosed that the new customer information will be cross-checked with the existing customer database files to check for duplicates, Official Notice is taken that such cross-checking has been an integral part of almost every database management system (DBMS) for several decades, and would have been obvious to one having ordinary skill in the database arts at the time the invention was made to include in the DBMS of the central database in Glazer. One would have been motivated to include such a feature in order to ensure that central database is kept up-to-date and free of any conflicting customer records.

Claim 22: Glazer discloses an apparatus as in Claim 21 above, and further discloses the provider updating the customer database with information about new customers (column 3, lines 8-13). While it is not explicitly disclosed that the new customer information will be cross-checked with the existing customer database files to check for duplicates, Official Notice is taken that such cross-checking has been an integral part of almost every database management system (DBMS) for several decades, and would have been obvious to one having ordinary skill in the database arts at the time the invention was made to include in the DBMS of the central database in Glazer. One would have been motivated to include such a feature in order to ensure that central database is kept up-to-date and free of any conflicting customer records.

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6. Claims 19 and 24 are rejected under 35 U.S.C. 103(a) as being unpatentable over Glazer et al (US 7,174,303) in view of Enser et al (US 6,493,685).

Claim 19: Glazer discloses a method as in Claim 17 above, but does not explicitly disclose that the producer will create and send a letter to the proprietor for mailing to the customers. However, Enser discloses a similar method for managing customer relationships and further discloses the producer creating a letter (template) and transferring the letter to the proprietor for mailing to the customers (column 6, lines 51-60 and column 17, lines 11-18). Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made for the producer in Glazer to create and send a letter (such as the appointment verification email) to the proprietor for mailing to the customers. One would have been motivated to have the producer create the letter in order to assure that the desired information was being presented to the customers.

Claim 24: Glazer discloses an apparatus as in Claim 21 above, but does not explicitly disclose that the producer will create and send a letter to the proprietor for mailing to the customers. However, Enser discloses a similar method for managing customer relationships and further discloses the producer creating a letter (template) and transferring the letter to the proprietor for mailing to the customers (column 6, lines 51-60 and column 17, lines 11-18). Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made for the producer in Glazer to

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create and send a letter (such as the appointment verification email) to the proprietor for mailing to the customers. One would have been motivated to have the producer create the letter in order to assure that the desired information was being presented to the customers.

### ***Conclusion***

7. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- a. Sansone et al (US 5,051,914) discloses a method and apparatus for optimizing mail delivery system for a plurality of producers.
- b. Schumacher et al (US 5,060,165) discloses a method and apparatus for optimizing mail processing for a plurality of producers.
- c. Kolling et al (US 5,963,925) discloses a method and apparatus for presenting electronic statements by a third party.
- d. Lau et al (US 6,278,988) discloses a method and apparatus for controlling document production for a plurality of sub-systems.
- e. Daniels, Jr. et al (US 6,343,327) discloses a method and apparatus for electronic and physical mass mailings by a third party.
- f. Woodman et al (US 6,483,599) discloses a method and apparatus for separating a print stream into physical and electronic document print streams for delivery to a producer's customers.

g. Duczmal et al (US 7,146,567) discloses a method and apparatus for managing a plurality of marketing campaigns through a central server.

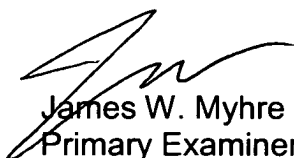
Any inquiry concerning this communication or earlier communications from the examiner should be directed to James W. Myhre whose telephone number is (571) 272-6722. The examiner can normally be reached on Monday through Thursday 6:00-3:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



JWM  
June 12, 2007



James W. Myhre  
Primary Examiner